

Fujun Lai Wins 2009 Brandt Award

LONG BEACH – Associate professor of decision sciences (DS), Fujun Lai, has been named the winner of the CoB’s 2009 Louis K. Brandt Award. As stated in CoB dean Lance Nail’s 21-April-09 e-mail to CoB faculty, the LKBA is a biennial award recognizing the CoB faculty with the most significant contributions to scholarship over the previous two years. As pointed out by USMNEWS.net on earlier occasions, the 2009 LKBA is based on scholarly contributions over the period 2007-08.



Fujun Lai

Nail’s e-mail announcement also indicates that Lai has published or has forthcoming 9 peer-reviewed pubs over the qualification period, 5 of which are in ISI-ranked journals. This includes, according to Nail, a publication forthcoming in the prestigious *Decision Sciences*.



While Lai’s recent hit in *DS* marks the first time (for him) publishing in that prestigious journal, it is certainly *not* Lai’s first foray into A-level academic journals. The recent series [Our Most Talented Colleagues](#) showed that Lai had, at the time of publication, 7 unique A-level journal publications. As shown below, this group of 7 includes the elite-level *Communications of the ACM*, as well as publications in *Tourism Management* and the *International Journal of Technology Management*.



Sources who spoke with USMNEWS.net about Lai winning the 2009 LKBA said that the award was well-deserved. They also stated that they believed Lai owed at least a small debt to USMNEWS.net reports that touted his accomplishments and projected him as

the winner. Without this information being made public, they stated, the CoB could have more easily awarded the 2009 LKBA to an *undeserving* recipient, such as Edward Nissan. Sources say this type of “behind the scenes” deal-making has happened in the past, and as a CoB favorite who is nearing retirement, Nissan would have been the perfect candidate for the 2009 LKBA “. . . under the ‘old way’ of doing things in the CoB.”



Chang-Tseh Hsieh

Sources are also telling USMNEWS.net that it is clearly time that CoB dean extracted the *McCarty Distinguished Professorship in Decision Sciences* from the clutches of DS professor Chang-Tseh Hsieh, who has held the professorship for a number of years, and awarded it to Lai. With Lai’s recent publication in *Decision Sciences*, he (Lai) now has [8 unique A-level publications](#), only 3 behind the CoB’s leader in this area, FIN’s James Lindley, who has 11. Lai’s total of 8 is now 2 ahead of his closest challenger, DS’s Donna Davis. Not only that, Lai now [has as many](#) unique A-level journal hits as Barry Babin, the CoB’s former marketing star, and he (Lai) is only 1 behind Franklin Mixon, the CoB’s former top economist and the leader among former CoBers of the post-2003 era with 9 unique As. Lai’s current record now also warrants him (Lai) being named [the CoB’s greatest ever DS faculty](#). Lai is clearly now already better than Hsieh ever was, and with his eighth unique A-level journal hit he (Lai) has a record of accomplishment that surpasses that of Donald Davis, a former *McCarty Professorship* holder.

We close this report with a word of caution concerning Lai from our sources. They say that, with DS’ forthcoming merger with ECO (under Nail’s reorganization), Lai will be thrust into a department with the CoB’s most notorious harbor of professional jealousy. Sharing space with the likes of Nissan, Sami Dakhliya, Akbar Marvasti, etc., will be a dangerous professional proposition for the soft-spoken Lai. Dean Nail will do well to protect Lai from the second floor. That is, of course, assuming that Nail is interesting in keeping his most talented colleague around the CoB for any length of time. With his current portfolio where it is today, Lai is the very definition of *mobile*, unlike Dakhliya, Marvasti, et al. Without any extra effort from Nail, this job will fall to whomever holds the reins as BEDS’ (Business Economics & Decision Sciences’) first-ever chairperson.